

## Data Dictionary

A centralized repository of information about data such as meaning, relationships to other data, origin, usage, and format. The metadata included in a data dictionary can assist in defining the scope and characteristics of data elements, as well the rules for their usage and application. A data dictionary is used to catalog and communicate the structure and content of data, and provides meaningful descriptions for individually named data objects.



### Applications

- ◆ Improved data quality
- ◆ Improved trust in data integrity
- ◆ Improved documentation & control
- ◆ Reduced data redundancy
- ◆ Reuse of data
- ◆ Better data consistency
- ◆ Easier data analysis
- ◆ Improved decision making based on better data
- ◆ Simpler programming

### Process

- ◆ Identify and gather the right people
- ◆ Decide what you need to measure
- ◆ Write clear definitions of required data
- ◆ Map out data sources of the data and how that data is collected and reported
- ◆ Tag to asset mapping
- ◆ Define your data architecture
- ◆ Create a glossary of terms
- ◆ Share and solicit feedback and reviews

### Highlights

- ◆ Acc to Forbes, having sufficient data dictionary, data lineage and data ownership operating frameworks for data stewardship with risk controls is critical to master – otherwise, erroneous conclusions will be made in data insights driving the wrong actions versus the right actions
- ◆ According to Forrester Research, only 14% of business stakeholders make thorough use of customer insights because most companies don't have access to their data; a data dictionary solves this problem